

Place NORTH WEST

PLACE NORTH WEST VIRTUAL EVENT SPONSORSHIP

2020

“As always, Place North West delivered a brilliant debate with insightful speakers at the cutting edge of the issues that matter in the built environment.”

Lucy Lomas
Director
Luma Marketing

WHAT DO YOU GET OUT OF WORKING WITH PLACE NORTH WEST?

- 13 years of experience in delivering events
- Dedicated event manager for any questions, updates and requests
- Cross-platform promotion of your brand online
- Senior audience of property professionals from across the North West
- Quality event content and organisation
- Top networking opportunities via a dedicated online platform
- Online introductions to potential clients and contacts
- Full event video recording
- Collaborative working to ensure the best results possible for your brand

ONLINE VIRTUAL EVENTS

Our virtual events are centred around quality content with active industry speakers and robust chairing.

- Guests tune into a live panel discussion, chaired by a senior and experienced host from our editorial team
- Strong emphasis on interaction and engagement; guests can ask questions, participate in polls, connect and chat with others
- Each event has a dedicated event app, where guests can network, debate and find out more information and resources about sponsors and speakers

CASE STUDY

REDEFINING BUSINESS AS USUAL

10am, 7 May 2020

Sponsored by Luma Marketing

Nearly 300 property professionals joined live for this event covering what property might look like after the period of upheaval caused by Covid-19.



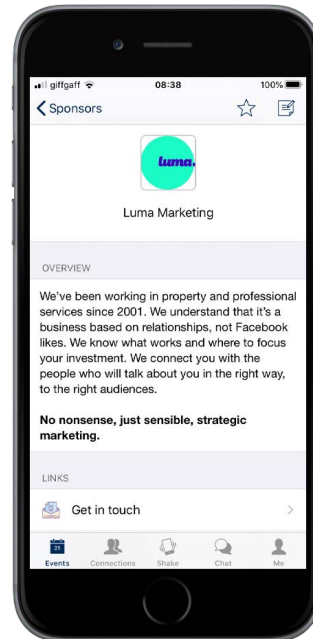
Guests were highly interactive, with 30 questions submitted in one hour and the hashtags **#PlaceNWLIVE**, and **#BusinessUnusual**, being used across Twitter, LinkedIn and Instagram.



WHAT YOU GET AS A SPONSOR 6 OPPORTUNITIES PER EVENT - SECTOR EXCLUSIVE

Pre-event

- Branding and company profile on the dedicated Place North West event app: logo, company overview and opportunity to add documents, reports and links to your website
- Branding on the events calendar on placenorthwest.co.uk, which is visited by 250,000+ property professionals a month
- Branding on the Place North West events plan, downloadable from the website
- Social media announcements of your event sponsorship across our Twitter and LinkedIn channels, which have a combined following of over 30,000
- Branding and accreditation on promotional editorial articles and direct mailshots sent to 12,000+ subscribers
- Ongoing social media promotion carrying your logo up to the event across Twitter, LinkedIn and Instagram
- Introductions to key speakers
- Report of delegate registration figures and access to network with delegates via the dedicated Place North West event app



At the event

- Opportunity to present to the audience or sit on a panel - at the discretion of the editorial team
- Branding on the Place North West event app
- Branding on event slides and backdrops
- Company name-check from the chair of the event
- Mentions in social media posts during the event
- Opportunity to promote reports and resources on the event app

Post-event

- Branding included in the event editorial write-up on our website, read by over 250,000 property professionals a month
- Branding included in the write-up sent to 12,000+ subscribers via daily newsletter
- Social media mentions in promotion of the event round-up
- Archived write-up in the events section on placenorthwest.co.uk
- Post-event analytics report
- Video recording of full event
- Right to first refusal for the event in 2021

Cost: £1,500+VAT

Additional marketing opportunities can be added to packages to further support your involvement, including: podcasts, comment pieces and online banner advertising.

Please note, multidisciplinary service providers are required to choose one leading service from their service lines and sectors of work for event sponsorship.

To book or discuss sponsorship opportunities, please contact:

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